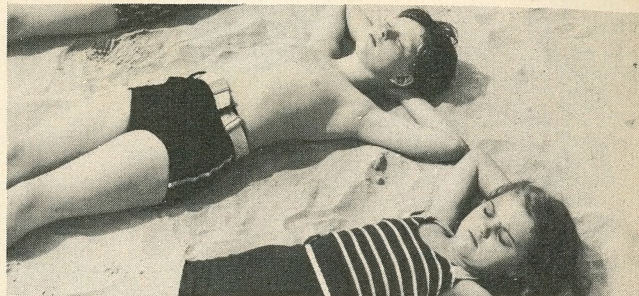


ALPINE SUN LAMP

***YOUR
PLACE IN THE SUN***



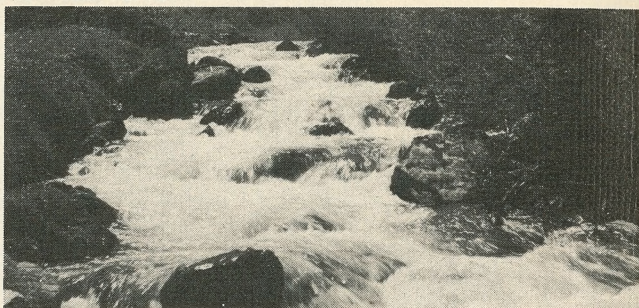
SUNSHINE



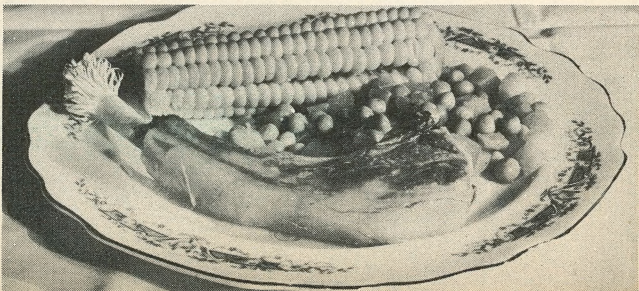
AIR



WATER



FOOD



"THE GLOW OF HEALTH"

What a pleasing picture that phrase brings to our minds when we hear it used in describing someone.

It calls up at once a vision of a charming personality showing poise, quiet strength, clear complexion, bright eyes, and, very likely, a sunny smile.

If it is pleasant to see such a picture, just think what a joy it is to be it — "the picture of health." And how fine it is to feel as the picture looks.

It is a truism that the foundation of beauty is health, and certainly abounding health is the cornerstone of happiness.

There is no royal road to this condition of well-being. The truest guide is Mother Nature. One of the principal avenues she points out to us is the street of sunshine.

Sufficient physical contact with the health-giving rays of the sun is as vital a necessity to us as nourishing food or an ample supply of wholesome air and pure water.

Under modern conditions and manners, even in sunny climes, comparatively few of us have this contact with the vitalizing rays of the sun to anything like the extent to which they can benefit us.

In climates, localities and occupations less favored by sunshine, many of us are literally starved for the "food" which the ultra-violet rays of the sun can provide so freely and abundantly.

Even where and when climate and conditions are such that ample sunshine is available to us, we armor our bodies against its greatest and most effective benefits by covering ourselves with clothing, living chiefly indoors, walking and traveling in streets shaded by towering buildings, in communities where hazy clouds of dust and smoke, created by industry and transportation, shut out the sun's best rays.

Now you can overcome all these drawbacks and adverse conditions.

With a Hanovia Alpine Home Sun Lamp in your home, every member of your family can, with the turn of a switch and a few minutes' time, have the ample supply of benefits which the health-giving ultra-violet rays of the sun give — always available.

The same dependable simple, inexpensive method, used in thousands of hospitals, homes and sanitariums, and widely praised and recommended by physicians and health authorities throughout the world.

SUNSHINE SOURCE OF ALL ENERGY



Have you ever tried to grow a geranium plant indoors? In some corner of a room where the supply of sunshine is scant?

If you have, you were probably much disappointed with the lack of blooms which you so fondly expected. You probably watered and tended it carefully — maybe gave it fertilizer and chemical plant foods, but if any blossoms came, they were small and sickly looking compared to the lustrous gorgeous colored petals you expected.

Oh yes, the plant would grow, the main stalk would gain height and send off apparently healthy but spindly branches, but the general effect would be quite disappointing.

The explanation, of course, is lack of sunshine.

Apparent strength, obvious growth, but none of the bloom and energy that the rays of the sun would provide.

What happens to our food crops — corn, wheat, oats, all growing things, in a season of continued clouds and rains and scanty sunshine?

For all things that live and grow, the sun's rays are vital to the restoration and storing up of energy and strength. Even your cat knows enough to seek out for himself a sunny spot in which to sleep.

Some of us need more of these life-giving rays of the sun than others. All of us need more, at certain times.

To convalescents, to expectant mothers, to growing children, especially those indicating a tendency toward rickets, to any of us under physical or mental strain, the ultra-violet rays of the sun are a wonderful blessing.

And we can have them as we need them, at any time and in any volume, by the use of the Hanovia Alpine Sun Lamp.

WHAT IS SUN STARVATION?



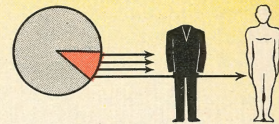
Mother Nature shows us the answer to that question with the demonstration she gives during the Winter months.

Trees shed their leaves and their sap runs back to the roots; insects die off and animals hibernate.

Human beings, however, go right along, "carrying on." Through months of relative darkness, with scant intervals of sunshine, we live on our reserves, and unavoidably, almost unknowingly, we get into a "run-down" condition in the process.

Most any physician will tell you that the calls for his services increase vastly with the advent of the Winter season.

After each New Year the effects of sun starvation become obvious; the death rate rises to



Your clothes cover 90% of your body and screen off the same amount of ultra-violet



a peak far above its Summer average, the amount of sickness and absence from work is greatly increased, "colds" multiply enormously, nerves grow frayed and "edgy," even those who maintain apparent full health show less than their normal vigor and energy.

We all realize these facts but how many of us do anything about it.

Those of us who have the time and money, take our families and ourselves away to some sunny clime, Florida, California or elsewhere, to seek the sunshine diet that we need so greatly.

Few of us can afford that luxury.

We can, however, have all of its comforting health-giving value at a fraction of the cost in either time or money.

A Hanovia Alpine Sun Home Lamp will give us all that the expensive journey could give, and do it in many respects to better advantage, with continuously valuable results.

As indicated in the preceding pages, the health-giving ultra-violet rays in sunshine cannot penetrate through textiles. Taking a sunbath with the body fully clothed may, and does, generate a sense of relaxation and comfort. But the beneficial effects to health and energy are not much more than we might expect from attempting to get an outdoor sunbath when the sun is veiled by dense clouds. To achieve real values, the entire area of the body's skin should come into direct contact with the rays and the effects will then be carried by the blood stream to all tissues and organs of the bodily structure.

It is precisely because of this fact that the Hanovia Alpine Home Sun Lamp is so valuable and convenient.



THE SKIN . . .

It is most important, however, to bear in mind that, as in the case of foods, the quality of sunshine absorbed is as important as the quantity.

Sunshine carries a variety of radiations which include the infra-red rays, that warm us; light rays, which give us color and ultra-violet rays, which give us health.

When the mild infra-red and red rays strike the skin, they penetrate nearly an inch before the tissues absorb them, producing only a feeling of warmth, but the highly active ultra-violet rays are all absorbed by the skin itself and the quick release of their very high energies accounts for the potent changes they produce.

They are the actinic rays and the skin responds to their stimulating action.

It is these ultra-violet rays which are supplied by the Hanovia Alpine Sun Lamp.

AND HEALTH

Here is what some eminent physicians have to say: "As a preventive measure, facilities for sunbathing in the summer and artificial sunbathing in the winter should, in my view, be made just as available to all as is a pure water supply." — Sir Leonard Hill, M.B., F.R.S.

"The use of a home sun lamp is beneficial, chiefly because the body thus regains a form of natural energy of which modern conditions have deprived it. It thus becomes 'normalized' in its working; and the effects are seen not only on the skin, but in better appetite, sounder sleep, steadier nerves and greater endurance." — "Health for Everyman" by R. Cove-Smith, M. A., M. R. C. S., L. R. C. P., D. P. H.

"I strongly advocate during the winter months the use of one of the excellent artificial sunlight lamps now on the market."

—Sir W. Arbuthnot Lane, BT., C.B., F.R.C.S., M.B. (President of the New Health Society).





Sun baths with the Hanovia Alpine Sun Lamp are so easy, simple, convenient, and safe.

Medical authorities claim — and we agree with them — that sun baths so taken are safer than those in the natural sun. The amount of ultra-violet is directly under control. You have it as and when you want it — even at night — and always ready at the snap of a switch.

For a mother, both before and after her baby is born, indoor sunbaths are invaluable.

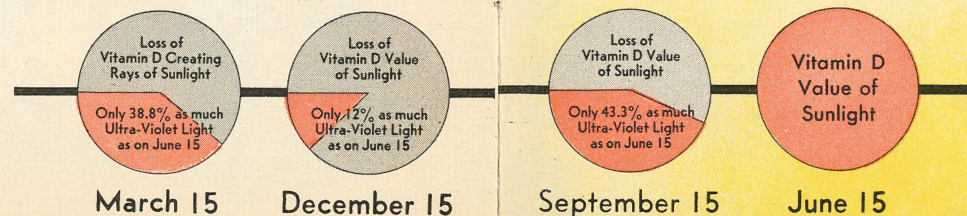
There is an old maxim regarding the expectant mother that says "each child costs a tooth." It means that the mother's body makes a sacrifice of lime and phosphorous to form the new growing life. The dropped arches, flabby figure and loss of hair which may follow childbirth are often due to this cause. Ultra-violet rays have a specific action in preventing the loss of these essential substances to the blood.

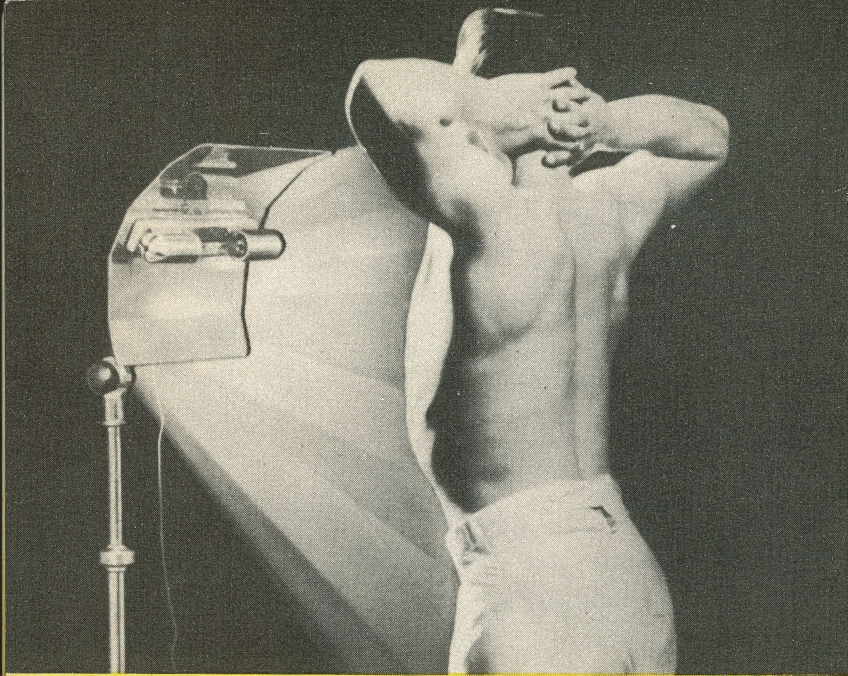
For the baby, after it arrives, regular indoor sunbaths will prove equally valuable. They will be an absolute safeguard against rickets, promote the development of firm bones, good teeth and build up resistance to illness.



The effect of a sunbath under the Hanovia Alpine Sun Lamp is remarkable. During the sunbath there is no unusual sensation whatsoever, however, a few hours later you will feel a refreshing glow — a sensation of renewed energy and vigor, both physical and mental accompanies the mild blush visible on the skin. As this blush fades it is followed by the characteristic coat of tan. Your nerves become more stable and at night you enjoy a deeper and sounder sleep.

The tired business man will greatly benefit from ultra-violet sunbaths because they will relieve him from the feeling of strain and exhaustion and will help restore his energy and vigor. It takes only a few minutes, which even the busiest man will gladly spare if he once has experienced the beneficial results of the Hanovia Alpine Sun Lamp. It will build up his resistance against common ailments and will keep him fit for his difficult and consuming tasks. Regular indoor sunbaths with the Alpine Sun Lamp are now part of the routine of many sportsmen and professional athletes.





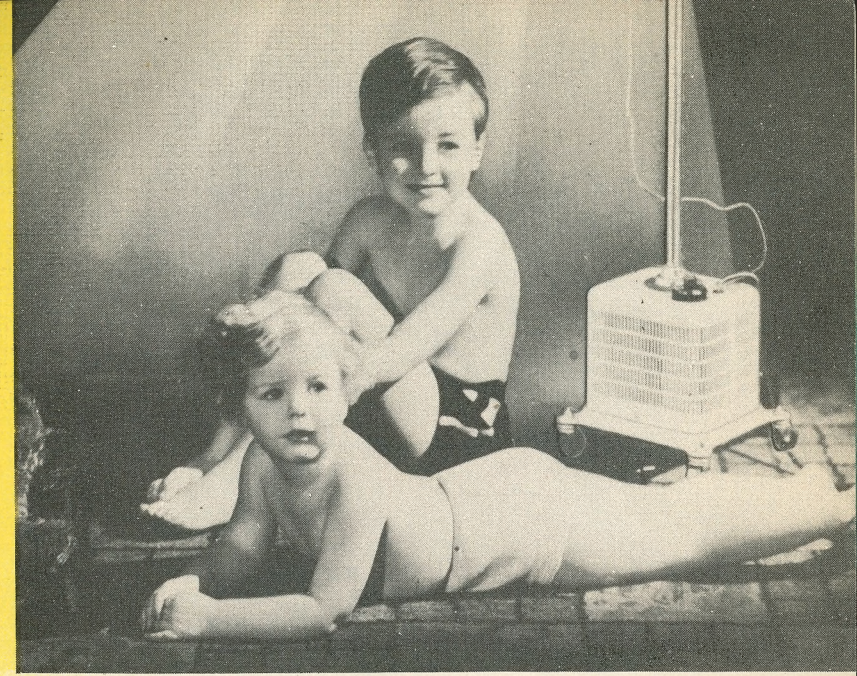
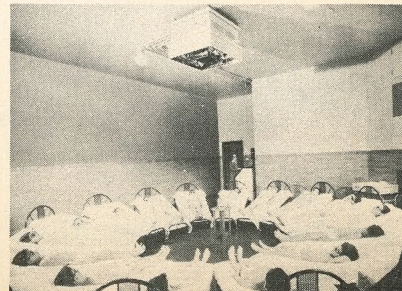
In the bath or exercise quarters of first class athletic clubs, you can find men taking regular sunbaths in the ultra-violet rays of a Hanovia Sun Lamp. But never with their clothes on. These rays do not penetrate textiles. To do their work they must come in direct contact with the skin.

To expect effective results and benefits from a sunbath while the skin is covered with clothing would be as useless as to expect cleanliness from a water bath with the body fully clothed.

This explains why, under normal conditions of living and working, we do not receive the benefits we should get, even on brilliant sunny days.

To get those benefits, the health-giving rays must have direct contact with the skin.

Hanovia Sun Lamps are also constructed in designs and sizes suitable for giving sun baths to groups. This illustration is of a school installation where all the pupils regularly receive their indoor sun baths.



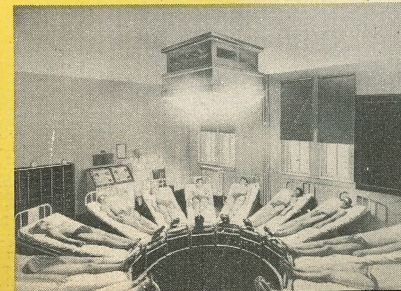
In addition to the energy they expend in play, school work, adjustment to environment, the strength of growing children is also under strain for the processes of growth and adolescent changes.

Watch the bright eager child as it goes through the school year and note how often, as the Spring term closes after a long Winter, the child seems to have lost some of his or her bright sparkle and zest, though with no sign of weakness or illness.

Now look at that same child after a summer at camp, a summer of swimming, boating, dressed most of the time in a bathing suit or shorts, and outdoors in the sunshine ten hours a day.

See the return of vigor and "pep".

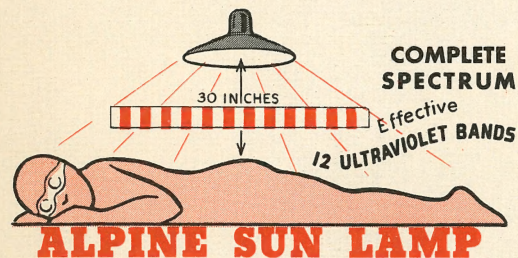
That same fine result can be secured all the year 'round by giving your child the use of a Hanovia Alpine Sun Lamp at home.



Here is shown another Hanovia installation for group administration of ultra-violet rays. This scene is in a State Sanitarium for Tuberculous Diseases. The Hanovia Lamp used here was designed and constructed especially for this installation. In its principles, action and effects, it is identical with Hanovia Lamps for home use.

FACTS ABOUT THE VARIOUS TYPES OF SUN LAMPS

This chart has been prepared to acquaint you with the usefulness and quality of the many types of sun lamps now on the market.

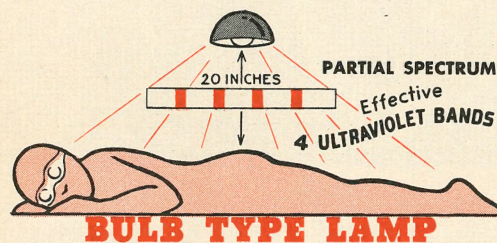


REQUIRES ONLY 3 to 5 MINUTES EXPOSURE

Covers Entire Body

BEING USED OVER 30 YEARS THROUGHOUT THE WORLD

Price Range 79.50 to 125.00



REQUIRES 20 TO 30 MINUTES EXPOSURE

Covers only Part of Body

Being Used About 6 Years

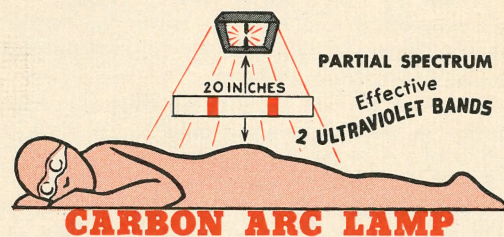
Price Range 29.50 to 74.50

REQUIRES ABOUT 30 MINUTES EXPOSURE

Covers only Part of Body

Being Used About 7 Years for Home Use

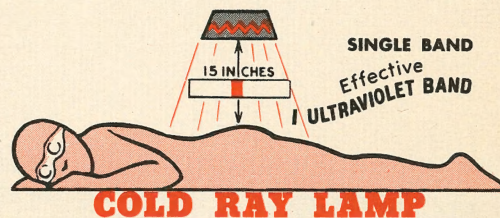
Price Range 9.50 to 21.50



REQUIRES CONSIDERABLE TIME FOR EXPOSURE. IT MUST BE CONSTANTLY MOVED TO EXPOSE ENTIRE BODY.

Being Used About 3 Years

Price Range 16.75 to 86.50



THE FINEST ULTRAVIOLET LAMP FOR HOME USE IS THE HANOVIA ALPINE HOME SUN LAMP

with the twelve powerful wave lengths covering the entire useful and beneficial range of ultraviolet light

Visit your local dealer or one of the Hanovia Showrooms and ask for a demonstration. It will be given gladly and without any obligation. You will then appreciate what a delightful acquisition a Hanovia Sun Lamp will be in your home.

Note also its compactness, convenience, and ease of use.

An investment in a Hanovia Sun Lamp pays rich dividends in physical well-being.

The Home Model Alpine Sun Lamp is not built to treat disease. Whenever you are sick, consult your physician.



\$8450

\$7950

Complete

F.O.B. NEWARK N.J.

WHEN ORDERING ALWAYS SPECIFY CURRENT AVAILABLE, IF AC OR DC.

GOGGLES MUST BE WORN AT ALL TIMES WHEN LAMP IS LIGHTED.

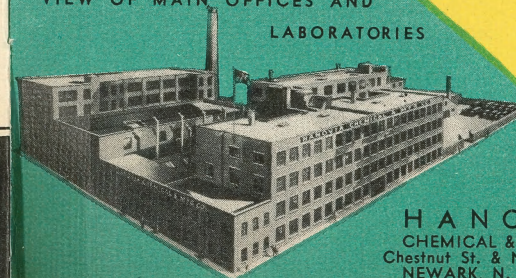
\$12950

\$12500

Complete

F.O.B. NEWARK N.J.

VIEW OF MAIN OFFICES AND LABORATORIES



HANOVIA CHEMICAL & MFG. CO. Chestnut St. & N.J.R.R. Ave. NEWARK, N. J., U. S. A.

